

**From:** [California Apparel News](#)  
**To:** [Kent Smith](#)  
**Subject:** BREAKING | Swim Collective's Latest Launch is First Step in Plans to Build New Swim Week  
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## *Swim Collective Launching Beach Collective in August, Planning Swim Week in 2016*

On the heels of its first stand-alone Active Collective trade show, Swim Collective will launch a new premium beachwear section during the upcoming Swim Collective—International Edition show Aug. 13–14 in Huntington Beach, Calif. The new section is part of a larger effort to build a week-long swimwear and activewear trade show series planned for 2016. [More](#)

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